

CASPeR:

The Center for Alternate Strategies of Parasite Removal

...because having parasites sucks!



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10 Minute presentation by Randy Block, COE Consultant
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Head Lice *Really* Suck...

■ **...BLOOD**

- Nasty suckers, scalp irritation, the “ick” factor

■ **...TIME**

- loss of school (3 days), loss of work (2 days)

■ **...MONEY**

- Expense of treatments, time off work, etc.

■ **...SANITY**

- Frustrating – very hard to eradicate



**This first year U of U Center has developed
the best treatment for head lice - - ever.**

Current Treatments Don't Work

■ Combing (~38%)

- Hit or miss, extremely tedious

■ Pesticidal Shampoos (~75%)

- Nix®, Rid®, Lindane® (Rx), more
- Lice are evolving resistance
- Does not kill eggs!
- 2-3 well-timed applications needed


■ Home Remedies (? %)

- Olive oil, mayonnaise, kerosene, dozens more
- Questionable or even dangerous



A Breakthrough Solution is Needed

The Multi-B \$ “Hidden” Problem

- #1 health concern for school principals
- >100 million annual cases worldwide (10-12 US)
- Average treatment expense \$28.40
- ~ **\$3 B market worldwide (\$300M US)**
- \$B's in economic loss (uncaptured)
- Re-infestation very common 



Big market opportunity for the right solution



LOUSEBUSTERS™

The LouseBuster™ solution

■ Novel products for killing head lice

- Uses heat shock via high air-flow
- US and Int'l patents pending
- Class 1 medical device

■ Unprecedented Benefits

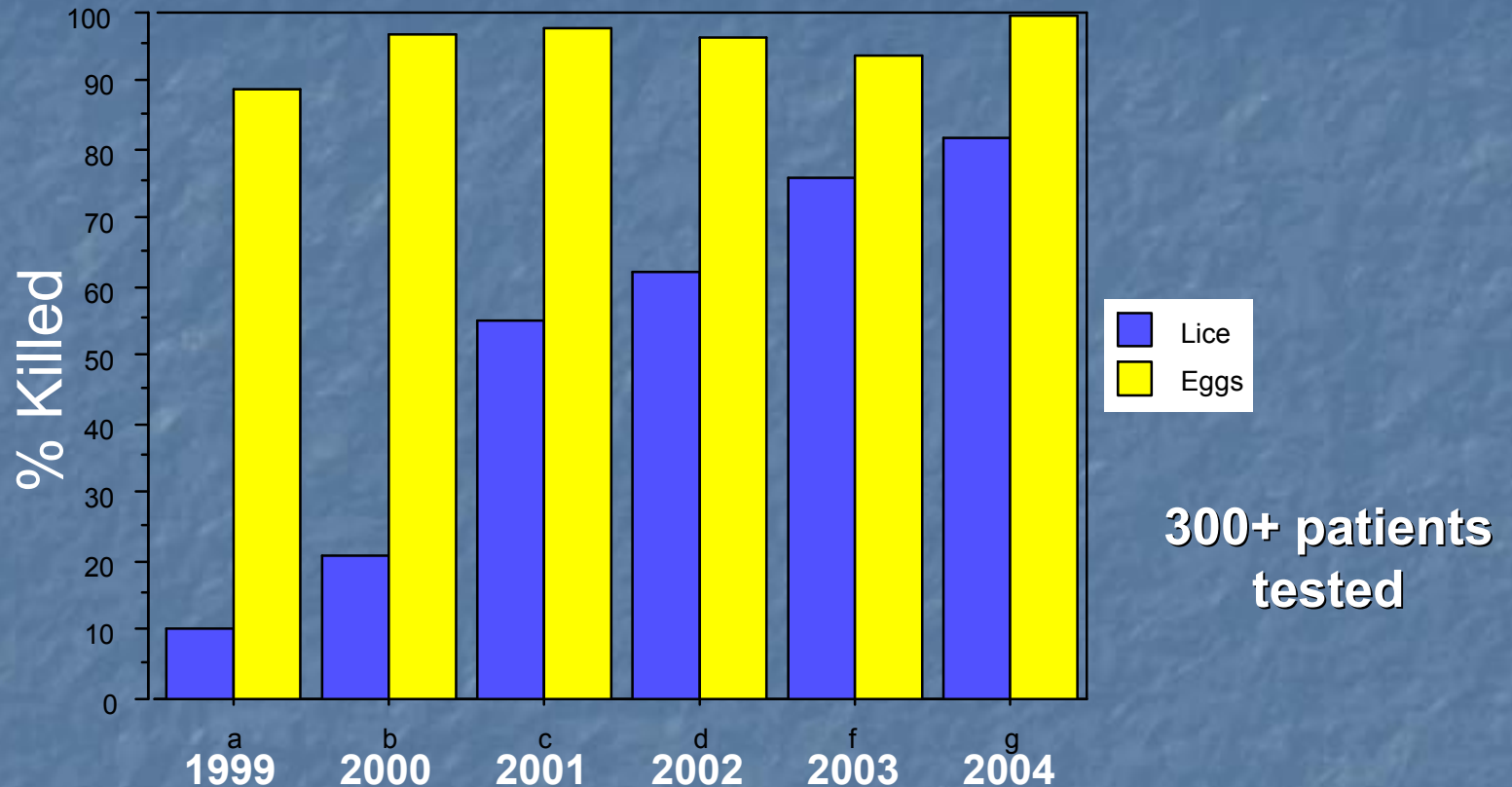
- Kills lice AND eggs simultaneously
- Requires only ONE treatment
- SAFE, fast, inexpensive and 100% effective
- Evolution “proof”
- Keeps kids in school
- Keeps parents at work, out of the loop





LouseBuster Pro™ α prototype

LouseBuster™ Treatment Efficacy



- **FAST:** Requires only a single 20-30 minute treatment
- **EASY:** simple to use, some basic training required
- **SAFE:** no pesticides, lower temp. than hair dryers

Multiple Revenue Streams

■ Device Product Sales

- LouseBuster Pro™
- LouseBuster Jr.™ ?



■ Disposable Kit Product Sales

- Dead lice are still a potential biohazard
- (uncertain of disposables market)

■ Treatment Service

- Some customers will want 3rd party service
- Could be mobile, fixed location, franchise?

Customers and Distribution

■ **Broad Customer Base**

- School nurses and admin; PTA's
- Public health officials (esp. Int'l.)
- Hospitals, out-patient clinics, private physicians
- Day cares, correctional facilities, etc.

■ **Mixed Distribution Channels**

- Partnering with existing channels best
- Institutional, medical, retail sales and support
- Third party providers or service franchisees

Financial Projections

LouseBuster™ Revenue Projections (Rev \$ in 000's)					
	Per	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>
Devices					
LouseBuster Pro™ (units)		300	900	1,500	1,800
LouseBuster Pro™ (sales)	\$1,000	\$ 300	\$ 900	\$ 1,500	\$ 1,800
LouseBuster Jr.™ (units)		-	1,000	10,000	30,000
LouseBuster Jr.™ (sales)	\$40	-	\$ 40	\$ 400	\$ 1,200
Disposables					
Treatment Kits (units)		20,000	150,000	500,000	750,000
Treatment Kits (sales)	\$25	\$ 500	\$ 3,750	\$ 12,500	\$ 18,750
Service					
Treatment Service (units)		5,000	25,000	50,000	100,000
Treatment Service (sales)	\$25	<u>\$ 125</u>	<u>\$ 625</u>	<u>\$ 1,250</u>	<u>\$ 2,500</u>
Total Revenues		\$ 925	\$ 5,315	\$ 15,650	\$ 24,250
COGS (\$250, 12,7,10)		\$ 265	\$ 1,537	\$ 4,495	\$ 7,060
Operating Expenses	25% rev	<u>\$ 231</u>	<u>\$ 1,329</u>	<u>\$ 3,913</u>	<u>\$ 6,063</u>
Net Income		\$ 429	\$ 2,449	\$ 7,242	\$ 11,127
Fees and Royalties to UU	5% sales	\$ 46	\$ 266	\$ 783	\$ 1,213
Projected Market Share		0.4%	3%	10%	15%

CASPeR COE Funding

- **COE Budget request for Yr. 2 = \$150,000**
 - Expected matching funds ~ 4:1
 - Year 1 ('04-'05) was \$135k with > 2:1 match
 - Could pursue SBIR \$ with licensee
- **Use of Proceeds for Yr. 2 ('05-'06)**
 - Design and fabricate beta prototypes
 - Final clinical testing (LB Jr. and humid enviro.)
 - Complete market research and validation
 - Complete commercialization plan and licensing

The Development Team

■ Clinical/Science

- Dale Clayton, Ph.D., PI
 - - will fully support cmzn team but not leave Univ.

■ Product Development

- Design – Dexterity Design (SLC)
- FDA – Bill Metzger (SLC)
- IP – Thorpe, North & Western

■ Commercialization

- COE consultants – Randy Block, Fred Jaeger
- Tech Transfer – UU, Rajiv Kulkarni

■ No entrepreneurial team yet

Commercialization Plan

- **Ready to license in next 6-12 months**
 - Could license to major Int'l player
 - Should license to existing UT company
 - May prefer UT start-up
- **Speed to market is critical**
- **Model may include service license(es)**
- **Now seeking interested parties:**
 - Prospective licensees
 - Entrepreneurs
 - Investors

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CONTACTS

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